CLAIMS

I claim:

1.   A self-targeting coupon comprising:

a first field comprising at least one question and a response area, wherein the

3   response area includes one or more responses, each of the one or more responses on

4   removable concealer; and

5   one or more additional fields concealed by removable concealer, wherein

6   selection of one of the one or more responses by a individual in response to the at least

7   one question reveals information referring to the one or more fields concealed by the

8   removable concealer.

1   2.   The self-targeting coupon of claim 1 wherein selection of one of the one or more

2   responses is unchangeable.

1   3.   The self-targeting coupon of claim 1 wherein the response area comprises a

2   plurality of responses.

1   4.   The self-targeting coupon of claim 3 wherein the information indicates one or

2   more areas of the one or more additional fields to select.

1   5.   The self-targeting coupon of claim 4 wherein the information comprises an

2   indication of the area of the one or more additional fields.

1   6.   The self-targeting coupon of claim 4 wherein the one or more areas of the second

2   field are covered with removable concealer.

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1 7.   The self-targeting coupon of claim 6 wherein the information comprises a value.

1 8.   The self-targeting coupon of claim 6 wherein the information comprises a symbol.

1 9.   The self-targeting coupon of claim 6 wherein the information comprises a

2   direction.

1 10.   The self-targeting coupon of claim 6 wherein the information comprises one of

2 the group that includes: a color, a font, a shape, an art work, a form, and a characteristic.

1 11.   The self-targeting coupon of claim 1 wherein the at least one question comprises a

2 plurality of questions, each of the plurality of questions associated with a distinct set of

3 responses in the response area, each response in each of responses being on a removable

4 concealer, wherein a individual selects one response in each set of responses by removing

5 the removable concealer thereon to reveal the information to determine an area of the

6 second field to select.

1 12.   The self-targeting coupon of claim 11 wherein the plurality of responses to the

2 plurality of questions indicates a individual preference.

1 13.   The self-targeting coupon of claim 11 wherein information under the removable

2 concealer of more than one of the plurality of responses to the plurality of questions is

3 required to determine an area of the second field to select.

1 14.   A method of targeting a coupon comprising:

2   selecting a response in a first field including at least one question and at least one

3   response on top of a removable concealer;

4   removing the removable concealer to reveal information indicating an area of a

5   second field to select; and

6   revealing information by removing additional removable concealer from the

7   indicated area of the second field.

1   15. The method of targeting a coupon of claim 14 wherein removing the removable

2   concealer comprises removing the removable concealer to reveal information indicating

3   an area of a plurality of fields to select.

1   16. The method of targeting a coupon of claim 14 wherein revealing information

2   comprises revealing information by removing additional removable concealer from the

3   indicated area of the plurality of fields.

1   17.   The method of targeting a coupon of claim 14 wherein revealing information

2   includes revealing a value to a individual.

1   18.   The method of targeting a coupon of claim 14 wherein revealing information

2   includes revealing a direction to a individual.

1   19.   The method of targeting a coupon of claim 14 wherein revealing information

2   includes revealing a symbol to a individual.

1   20.   The method of targeting a coupon of claim 14 wherein revealing the information

2   to the individual includes revealing one of the group that includes: a color, a font, a

3   shape, an art work, a form and a characteristic.

1   21.   The method of targeting a coupon of claim 14 wherein revealing the information

2   to the individual includes not revealing a value to the individual.

1   22.   The method of targeting a coupon of claim 13 wherein revealing the information

2   to the individual includes not revealing a direction to the individual.

1   23.   The method of targeting a coupon of claim 14 wherein revealing the information

2   to the individual includes not revealing a symbol to the individual.

1   24.   The method of targeting a coupon of claim 14 further comprising:

2   selecting more than one response on top of removable concealer in the first field;

3   removing the removable concealer under each of the selected responses to reveal

4   information indicating more than one area of a second field to select; and

5   using the information revealed by removal of the removable concealer under more

6   than one of the selected responses to determine the area of the second field to select.

1   25.   A method of scoring a coupon comprising:

2   scanning a coupon including a first field having at least one question and at least

3   one answer on top of a removable concealer and a second field;

4   ensuring that a predetermined number of answers corresponding to the number of

5   questions in the first field is selected in the first field by removal of the removable

6   concealer; and

7   ensuring that only a predetermined number of areas is selected by removal of

8   removable concealer in the second field.

1   26.   The method of scoring a coupon of claim 25 further comprising:

2   ensuring that the area selected in the second field is indicated by the information

3   revealed by the removal of the removable concealer in the first field.

1   27.   The method of scoring a coupon of claim 25 further comprising:

2   ensuring that the area selected in the second field is NOT indicated by the information

3   revealed by the removal of the removable concealer in the first field.

1   28.   The method of scoring a coupon of claim 25 further comprising:

2   characterizing the coupon by information revealed by the removal of removable

3   concealer in the second field.

1   29.   The method of scoring a coupon of claim 28 wherein characterizing the coupon

2   further comprises:

3   assigning a value to the coupon based on information revealed by the removal of

4   removable concealer in the second field.

1   30.   The method of scoring a coupon of claim 28 wherein characterizing the coupon

2   further comprises:

3   assigning a quantity to the coupon based on information revealed by the removal

4   of removable concealer in the second field.

1   31.   The method of scoring a coupon of claim 28 wherein characterizing the coupon

2   further comprises:

3   assigning a free item to the coupon based on information revealed by the removal

4   of removable concealer in the second field.

1   32.   A self-scoring test device comprising:

2   a first field comprising at least one question and a response areas, wherein the response

3   area includes a plurality of responses, each on a removable concealer; and

4   a second field, wherein selection of one of the plurality of response areas by a individual

5   as a response to the at least one question reveals information referring to the second field

6   is concealed by the removable concealer.

1   33.   The test device of claim 32 wherein the response is selected by removal of the

2   removable concealer so that the selection is unchangeable.

1   34 .   The test device of claim 32 wherein the response area further comprises a

2   plurality of responses.

1   35.   The test device of claim 34 wherein the information indicates one or more areas

2   of the second field to select.

1   36.   The test device of claim 35 wherein the information comprises an indication of

2   the area of the second field.

1   37.   The test device of claim 35 wherein the one or more areas of the second field to

2   select are covered with removable concealer.

1   38.   The test device of claim 37 wherein the additional information under the

2   removable covering in the second field comprises a second question.

1   39.   The test device of claim 37 wherein the additional information under the

2   removable covering in the second field comprises a score.

1   40.   The test device of claim 39 wherein the first field further comprises a plurality of

2   said questions having a plurality of responses,

3   wherein each of a plurality of responses to the plurality of questions is printed on

4   top of a removable concealer and additional information under the removable concealer

5   of more than one of the plurality of responses to the plurality of questions provides means

6   for determining an area of the second field to select.

1   41.   The test device of claim 37 further comprising a plurality of fields, each of the

2   fields comprising at least one question and a plurality of answers on removable concealer,

3   wherein information under the removable concealer of each of the plurality of answers

4   provides information to select a next question.

1   42.   The test device of claim 34 wherein at least one of the plurality of responses

2   provides information to determine an area of the second field to select.

1   43.   The test device of claim 42 wherein the information to determine the area of the

2   second field to select comprises an indication of the area of the second field.

1   44.   The test device of claim 43 wherein the indicated area of the second field

2   comprises additional information under a removable covering.

1   45.   The test device of claim 44 wherein the additional information under the

2   removable covering in the second field comprises a second question.

1   46.   The test device of claim 44 wherein the additional information under the

2   removable covering in the second field comprises a score

1   47.   The test device of claim 46 wherein the first field further comprises a plurality of

2   said questions having a plurality of responses,

3   each of a plurality of responses to the plurality of questions being printed on top

4   of a removable concealer and additional information under the removable concealer of

5   more than one of the plurality of responses to the plurality of questions provides means to

6   determine an area of the second field to select.

1   48.   The test device of claim 44 further comprising a plurality of fields, each of the

2   fields comprising at least one question and a plurality of answers on removable concealer,

3   wherein information under the removable concealer of each of the plurality of answers

4   provides information to select a next question.

1   49.   A method of automated answer accumulation and scoring comprising:

2   scanning a test including a first field having at least one question and at least one

3   answer on top of a removable concealer and a last field;

4   ensuring that a predetermined number of answers corresponding to the number of

5   questions in the first field is selected in the first field by removal of the removable

6   concealer; and

7   ensuring that only one area is selected by removal of removable concealer in the

8   last field.

1 50. The method of claim 49 further comprising:

2 ensuring that the area selected in the second field is indicated by the information

3 revealed by the removal of the removable concealer in the first field.

1 51. The method of claim 50 further comprising:

2 characterizing the test by information revealed by the removal of removable

3 concealer in the last field.

1 52. The method of claim 51 further comprising:

2 assigning a score to the test based on information revealed by the removal of

3 removable concealer in the last field.

1 53. The method of claim 51 further comprising:

2 assigning a score to the test based on the non-removal of removable concealer in

3 the last field.

1 54. The method of claim 52 further comprising:

2 ensuring that responses are selected only for questions referred to by information

3 revealed by the removal of removable concealer under selected answers.

1 55. The method of claim 54 further comprising:

2 ensuring that only questions referred to by information revealed by the removal of

3 removable concealer under selected answers are revealed.

1 56. The method of claim 49 further comprising accumulating codes on top of

2 removable concealer to determine the score after the test is completed.

1 57. The method of claim 49 further comprising accumulating codes on top of

2 removable concealer to determine the score simultaneously with the answer being

3 selected.

1 58. The method of claim 49 further comprising accumulating codes under removable

2 concealer to determine the score after the test is completed.

1 59. The method of claim 49 further comprising accumulating codes under removable

2 concealer to determine the score simultaneously with the answer being selected.

1 60. A method of taking a self-scoring test comprising:

2 selecting a response in a first field including at least one question and at least one

3 response on top of a removable concealer;

4 removing the removable concealer to reveal information indicating another area to

5 select;

6 selecting the indicated area in one or more other fields; and

7 revealing information of use to a individual by removing additional removable

8 concealer from the indicated area of the one or more other fields;

1 61. The method of taking a self-scoring test of claim 60 wherein revealing the

2 information of use to the individual includes revealing a score of use to the individual

3 during the test.

1 62. The method of taking a self-scoring test of claim 60 wherein revealing the

2 information of use to the individual includes revealing a score of use to the individual at

3 the end of the test.

1   63.   The method of taking a self-scoring test of claim 60 further comprising:

2   selecting a predetermined number of responses in the first field corresponding to the

3   number of questions in the first field; and

4   removing removable concealer under each of the responses to reveal information

5   indicating an area of another field to select.

1   64.   The method of taking a self-scoring test of claim 63 wherein revealing the

2   information of use to the individual includes revealing a score of use to the individual.

1   65.   The method of taking a self-scoring test of claim 60 wherein revealing the

2   information of use to the individual includes revealing a question in the other field and

3   further comprises:

4   revealing information to determine another area to select by removing removable

5   concealer under a selected response to the question in the other field.

1   66.   The method of taking a self-scoring test of claim 60 further comprises:

2   revealing questions indicated by information under selected responses; and

3   revealing information by removing removable concealer under responses to the

4   revealed questions until the revealed information is a score.

1   67.   A self-scoring computer test having a plurality of portions comprising:

2   a first field having at least one question and a response area; and

3   one additional field wherein the response area includes at least one response such

4   that the selection of the at least one response to the at least one question reveals

5   information referring to the at least one additional field.

68. The self-scoring computer test of claim 67 wherein the response area further comprises a plurality of the responses.

69. The self-scoring computer test of claim 68 wherein at least one of the plurality of responses provides means for selecting an area of the at least one additional field.

70. The self-scoring computer test of claim 69 wherein the means for selecting the area of the at least one additional field comprises another question.

71. The self-scoring computer test of claim 70 wherein each of said plurality of said responses assigns a score to a test being taken.

72. The self-scoring computer test of claim 67 wherein the at least one response provides means for selecting an area of the at least one additional field.

73. The self-scoring computer test of claim 72 wherein said means for selecting an area of the at least one additional field to select comprises another question.

74. The self-scoring computer test of claim 73 wherein the selected area of the at least one additional field comprises a response area including at least one response.

75. The self-scoring computer test of claim 74 wherein the selected area of the at least one additional field comprises a response area having a plurality of responses.

76. The self-scoring computer test of claim 67 wherein the test comprises a plurality of fields comprising a plurality of questions.

1   77.   The self-scoring computer test of claim 76 wherein each of the plurality of fields

2   comprises a plurality of responses

3   and selection of one of the plurality of responses indicates which of the plurality of

4   questions will be selected next.

1   78.   The self-scoring computer test of claim 77 wherein selection of each of the

2   plurality of responses assigns a score to the test being taken such that the score is

3   accumulated as the test is being taken.

1   79.   A programmed learning system, comprising:

2   a first field having at least one question and a response area wherein the response

3   area includes a plurality of responses, each on a removable concealer; and

4   a second field, wherein selection of one of the plurality of response areas by a

5   individual in response to the at least one question reveals information referring to the

6   second field concealed by the removable concealer.

1   80.   The programmed learning system of claim 79 wherein the response area further

2   comprises a plurality of the responses.

1   81.   The programmed learning system of claim 80 wherein at least one of the plurality

2   of responses provides means for selecting an area of the second field.

1   82.   The programmed learning system of claim 81 wherein the means for selecting the

2   area of the second field comprises a next topic.

1   83.   The programmed learning system of claim 79 further comprising:

2   a plurality of fields comprising each comprising at least one question and a

3   plurality of responses, each of the plurality of responses is on top of a removable

4   concealer such that information indicating the next field to select is revealed when the

5   removable concealer is removed.

1   84.   A method of programmed learning comprising:

2   selecting a response in a first field including at least one question and at least one

3   response on top of a removable concealer;

4   removing the removable concealer to reveal information indicating another area to

5   select;

6   selecting the indicated area in another field; and

7   revealing information of use to a individual by removing additional removable

8   concealer from the indicated area of the other field.

1   85.   The method of programmed learning of claim 84 wherein revealing the

2   information of use to a individual comprises revealing a next topic.

1   86.   The method of programmed learning of claim 84 further comprising:

2   selecting a predetermined number of responses on top of removable concealer in

3   the first field corresponding to the number of questions in the first field; and

4   removing the removable concealer under each of the responses to reveal

5   information that cumulatively indicates another area to select.

1   87.   The method of programmed learning of claim 86 further comprising:

2   revealing information in the other area by removing removable concealer; and

3   receiving directed information.

1   88.   The method of programmed learning of claim 87 wherein receiving directed

2   information comprises receiving information on a predetermined topic wherein the

3   amount of the information is indicated by the responses selected.

1   89.   The method of programmed learning of claim 87 wherein receiving directed

2   information comprises receiving information on a predetermined topic wherein the

3   difficulty level of the information is indicated by the responses selected.

1   90.   The method of programmed learning of claim 87 wherein receiving directed

2   information comprises receiving information on a topic wherein the topic is indicated by

3   the responses selected.

1   91.   A method of information gathering comprising:

2   selecting a response in a first field including at least one question and at least one

3   response on top of a removable concealer;

4   removing the removable concealer to reveal information indicating another area to

5   select;

6   selecting the indicated area in another field; and

7   revealing information of use to a individual by removing additional removable

8   concealer from the indicated area of the other field.

1   92.   The method of information gathering of claim 91 further comprising:

2   revealing information in the other area by removing removable concealer; and

3   receiving directed information.

1   93.   The method of information gathering of claim 92 wherein receiving directed

2   information comprises receiving information, wherein the amount of the information

3   required is indicated by the responses selected.

1   94.   The method of information gathering of claim 92 wherein receiving directed

2   information comprises receiving the information contained in an additional form.

1   95.   The method of information gathering of claim 92 wherein receiving directed

2   information comprises receiving information on a topic indicated by the responses

3   ~~selected~~

1   96.   A method for delivering coupons based on information gathered from a

2   participant comprising:

3   contacting a server;

4   selecting a response in a first field provided by the server including at least one

5   indication of preference printed on top of removable concealer;

6   removing the removable concealer to reveal information indicating another

7   area to select;

8   selecting the indicated area in another field;

9   revealing information of use to an individual by removing additional removable

10   concealer from the indicated area of the field; and

11   downloading the information of use to the individual.

1   97.   The method defined in claim 96 further comprising printing out the downloaded

2   information.

1   98.   The method defined in claim 96 wherein the information of use to the individual

2   is downloaded to a printing apparatus.

1   99.   The method defined in claim 96 further comprising controlling the downloaded

2   information to prevent multiple printing of the downloaded information using a print

3   limit.

1   100.   The method defined in claim 99 wherein the printing limit is included in a server

2   code limiting the number of downloads permitted to a specific computer.